MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

DBS5028 – E-COMMERCE
(For Diploma students only)

30 MAY 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **7 pages**.

2. Answer **ALL** questions in **Section A** on the **OMR sheet**.

3. Answer **ALL** questions in **Section B** in the **Answer Booklet**.

Section A: 40 Multiple Choice Questions (40 marks)
Instruction: Shade your answers on the OMR sheet.

1) Which of the following describes partial e-commerce?
   A. Subscribe to e-paper on *The Star Online*.
   B. Shopping for tablet on *Lazada*.
   C. Buying a comic at *Popular* bookstore.
   D. Downloading wallpaper from *Google Play Store*.

2) *Grainger*, a leading provider of industrial supplies is an example of _____ e-commerce site.
   A. B2C
   B. C2B
   C. B2B
   D. B2E

3) Which of the following drives the growth of e-commerce?
   A. Price comparison for customers
   B. Personalization
   C. Global reach
   D. All of the above

4) All of the following are limitations of e-commerce **EXCEPT** _____.
   A. security and privacy concerns
   B. increased online fraud
   C. lower inventories
   D. lack of trust in unknown sellers hinders buying

5) *Apple* sells their products directly to consumers on its web store is an example of _____.
   A. reintermediation
   B. disintermediation
   C. cybermediation
   D. hypermediation

6) _____ is an order-processing technology that allows customers to accumulate items they wish to buy while they continue to shop.
   A. E-catalog
   B. Search engine
   C. Order tracking
   D. Shopping cart

7) In an e-auction, dynamic pricing means _____.
   A. prices that change based on supply and demand relationships at any given time
   B. prices that change based on supply
   C. prices that change based on demand
   D. prices that change based on the auctioneer

Continued...

8) Which of the following is an example of business-oriented social network?
   A. Female Forum
   B. LinkedIn
   C. Second Life
   D. JobStreet

9) Which of the following is **NOT** a benefit of online stock trading?
   A. Buyers have access to up-to-date information.
   B. Possibility of system errors.
   C. The service can be accessed from anywhere, anytime.
   D. The commission for online trade is less.

10) Which of the following is an advantage of *Jobstreet* to job seekers?
    A. Search for jobs quickly from any location.
    B. Save advertisement costs.
    C. Increased chance of finding highly skilled employees.
    D. Reduce application-processing costs.

11) _____ are tools that scout the Web on behalf of consumers who specify search criteria.
    A. Shopbots
    B. "Spy" services
    C. Search engines
    D. Shopping portals

12) All of the following are examples of direct marketing by manufacturers **EXCEPT** _____.
    A. Lego
    B. Nike
    C. eBay
    D. Dell

13) In the e-commerce consumer behavior model, payment and delivery options are variables of _____.
    A. product/service characteristics
    B. merchant and intermediary characteristics
    C. consumer characteristics
    D. e-commerce systems

14) In the purchase decision-making process, after-purchase service and evaluation can be **BEST** supported by _____.
    A. banner advertising on websites
    B. blogs and discussion forums
    C. website search engine
    D. Paypal

Continued...

15) Which step in the one-to-one marketing cycle deals with matching product or service to individual consumers and their preferences?
   A. Interact
   B. Differentiate
   C. Customize
   D. Identify

16) In web advertising, *click-through rate* refers to _____.
   A. a request for data from a Web page or file
   B. the percentage of clickers who actually make a purchase
   C. a count made each time a visitor clicks on a banner ad to access the advertiser's website
   D. the percentage of visitors who are exposed to a banner ad and click on it

17) Which e-government category includes interactions between governments and businesses?
   A. Government-to-enterprise
   B. Government-to-business
   C. Government-to-government
   D. Government-to-corporation

18) All of the following are examples of e-government **EXCEPT** _____.
   A. an eBay seller selling surplus army supplies
   B. a contractor submitting an application for a building permit using a city hall website
   C. an unemployed worker consulting a Web site operated by the state employment department to learn about job openings in his city
   D. a citizen taking the online drivers education course

19) Which of the following benefit of e-government is **FALSE**?
   A. Reduce the average time for citizens to find information.
   B. Increase burden on business by introducing online tax filing.
   C. Increase the ability for citizens and businesses to find, view and comment on rules and regulations.
   D. Make transactions with the government easier, cheaper and quicker.

20) Governments use Web 2.0 tools mainly for _____.
   A. collecting local, state, and federal taxes
   B. procurement, voting, and e-learning
   C. collaboration, dissemination of information, e-learning, online forums, and citizen engagement
   D. distributing unemployment and welfare benefits

21) Learning, training, and knowledge sharing in *Instagram* is known as _____.
   A. traditional learning
   B. e-learning
   C. social learning
   D. self-paced learning

22) The delivery of m-commerce transactions to individuals in a specific location, at a specific time **BEST** describes _____.
    A. location-based m-commerce
    B. geolocation placement
    C. ubicom sales
    D. sensor networking

23) Technical limitations of mobile computing include each of the following **EXCEPT** _____.
    A. complexity
    B. pervasiveness
    C. GPS accuracy
    D. power consumption

24) Which of the following is **NOT** an example of location commerce infrastructure?
    A. Mobile devices
    B. Communication network
    C. Service or application provider
    D. Building

25) The delivery of e-commerce activities and transactions through social networks and/or via Web 2.0 software **BEST** describes _____.
    A. social justice
    B. cloud computing
    C. social commerce
    D. electronic enterprise

26) Which of the following activities is **NOT** an example of social commerce?
    A. Rating hotels on *Trivago*.
    B. Shopping in *Second Life*.
    C. Writing restaurant reviews on *TripAdvisor*.
    D. Watching a movie with friends at *MBO Cinema*.

27) Members conversing and connecting with one another using mobile phones or other mobile devices **BEST** describes _____.
    A. mobile marketing
    B. mobile social networking
    C. mobile media clubs
    D. telemarketing

28) _____ is a method of e-commerce where shoppers' friends become involved in the shopping experience.
    A. Social coaching
    B. Personal shopping
    C. Mobile shopping
    D. Social shopping

Continued...

29) Assurance that access to data, the website, or other e-commerce data service is timely, available, reliable, and restricted to authorized users is referred to as _____.
   A. integrity
   B. availability
   C. confidentiality
   D. audit

30) _____ is the process to verify the real identity of an individual, computer, computer program, or e-commerce website.
   A. Vulnerability assessment
   B. Nonrepudiation
   C. Authorization
   D. Authentication

31) One type of _____ attempt is an email message stating that you are receiving it due to fraudulent activity on your bank account, and asking you to "click here" to verify your information.
   A. banking Trojan
   B. phishing
   C. malware
   D. spamming

32) _____ can collect almost any type of data, including personal information such as Internet surfing habits, user logins, and bank or credit card information.
   A. Zombies
   B. Spyware
   C. Malvertising
   D. Botnets

33) Stored-value cards come in two varieties, which are _____.
   A. open loop and closed loop
   B. credit card and debit card
   C. contact card and contactless card
   D. Fedwire and Wire Transfer

34) In an online card transaction, settlement refers to _____.
   A. the payer initiating the payment sets up an account with a mobile payment service provider
   B. activating and reading the contents of the chip on a smart card, usually passing the information on to a host system
   C. determining whether a buyer's card is active and whether the customer has sufficient funds
   D. the process of exchanging funds between the buyer and seller

35) A legally valid electronic version or representation of paper check is also called

_____.
A. e-cash
B. mobile payment
C. e-check
D. purchasing card

36) Which tool detects fraudulent card transactions by comparing the verification number printed on the signature strip on the back of the card with the information on file with the cardholder's issuing bank?
A. Automated decision model
B. Card verification number
C. Fraud screen
D. Address verification system

37) All of the following are elements of the cost-benefit of a business case **EXCEPT**

_____.
A. cost reduction
B. revenue enhancement
C. employee resistance
D. customer satisfaction

38) Which of the following defines "up-selling" content on an e-commerce website?
A. Offering similar or complementary products and services to increase sales.
B. Offering flash deals and daily deals.
C. Offering promotions and discounts for new products.
D. Offering an upgraded version of the product in order to boost sales and profit.

39) The quality and usefulness of the user's experience when interacting with the website is known as _____.
A. usability
B. performance
C. acceptance
D. satisfaction

40) A _____ offers a wide range of hosting services and functionality to businesses of all sizes.
A. self-hosting
B. dedicated website hosting company
C. payment service provider
D. content management service

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Section B: 4 Structured Questions (60 marks)
Instruction: Write your answers in the Answer Booklet.

Question 1

a) Explain **FIVE** common e-commerce revenue models. Include **TWO** examples of companies for each model.

(10 marks)

b) Describe *pure-play* and *click-and-mortar* business model. Include **TWO** examples of companies for each model.

(5 marks)

[TOTAL 15 MARKS]

Question 2

a) Explain **FIVE** components of an e-marketplace.

(10 marks)

b) Describe **TWO** advantages of online banking and **TWO** advantages of online travel services.

(5 marks)

[TOTAL 15 MARKS]

Question 3

You and your business partner plan to sell shoes online. Discuss **FIVE** ways to advertise your products on the Web. Include **TWO** benefits of each Web advertising method.

[TOTAL 15 MARKS]

Question 4

a) As a designer of mobile apps in Huawin Company Sdn Bhd, consider **FIVE** limitations of m-commerce when developing mobile apps.

(10 marks)

b) From your point of view as a social media user, explain **FIVE** benefits of social shopping.

(5 marks)

[TOTAL 15 MARKS]

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